

V I R G I N I A
MAIN

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

Street



St. Paul, VA

©2016 tim cox PhotoGraphics, Inc.
Angel S. Cox & Tim C. Cox



Hopewell, VA



Lexington, VA

What is Main Street?



National Main Street Center

a subsidiary of the
National Trust *for* Historic Preservation

- Method for reinvigorating the traditional downtown neighborhood
- Grassroots revitalization strategy



**MAIN STREET
AMERICA™**

State Coordinated Program



State Coordinated Program

28 Virginia Main Street Communities

- St. Paul- smallest at 1,000
- Lynchburg- largest at 65,000
- 30 programs since 1985
- Danville, Gloucester, Lexington, & Wytheville in 2016

60 + DHCD Commercial District Affiliates

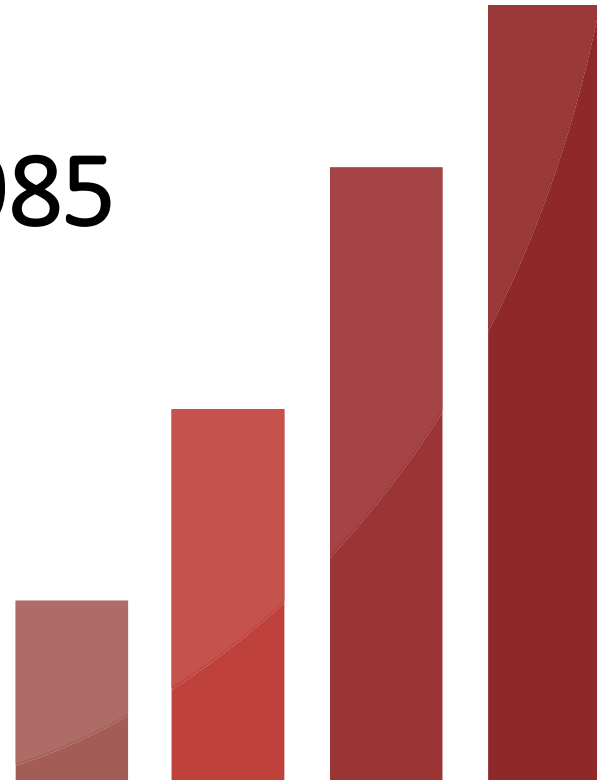
Net New Businesses since 1985

3,365

Net New Jobs since 1985

11,908

30 Years of Impact: How the Main
Street Program has Revitalized
Virginia Communities



Main Street Historic Development



Old Town Winchester, VA

Commercial Development



Peninsula Town Center, Hampton, VA

Commercial Development

Space

- Property development/management

Markets

- Marketing

Business

- Leasing

Partners

- Human/financial resource management

Main Street Four-Point Approach®

Space

- Design

Markets

- Promotion

Business

- Economic Vitality

Partners

- Organization

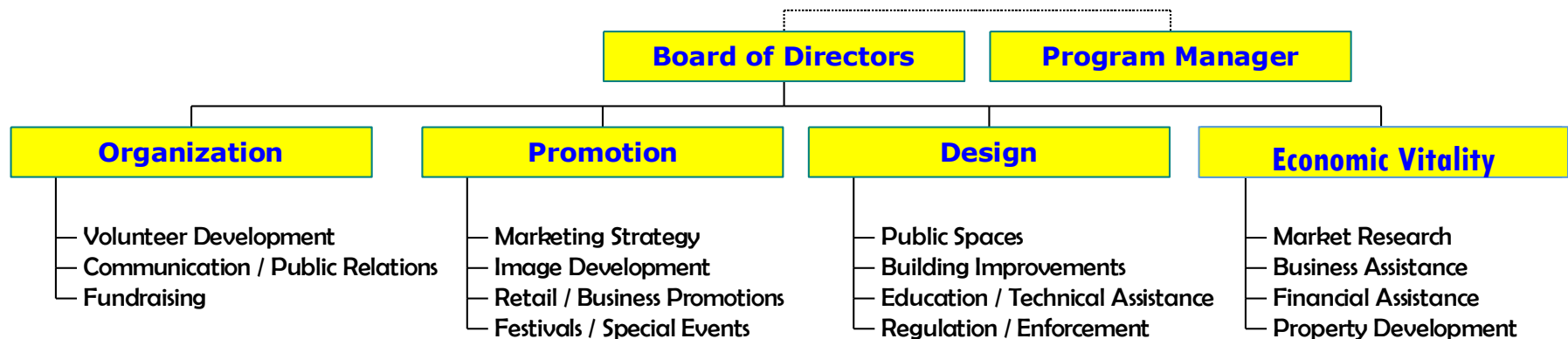
Organization

- Planning and Operations
- Public Relations and Outreach
- Coalitions and Partnerships
- Raising and Managing Finances
- Developing Volunteers and Staff

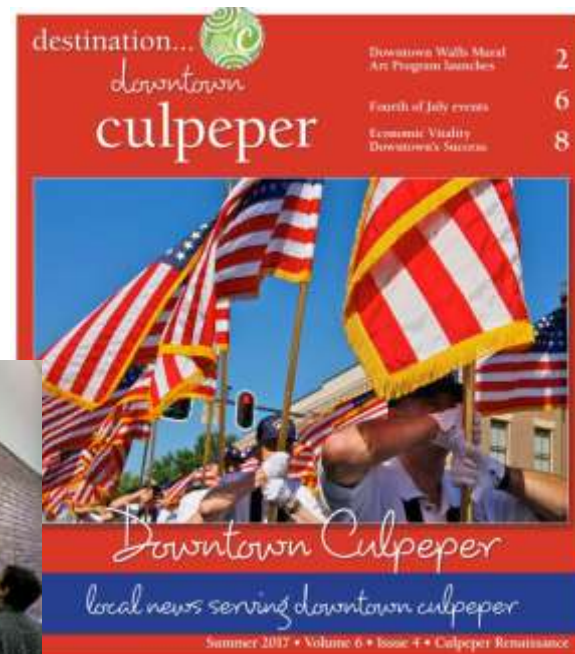


Organizational Structure

- Distinct organization and governing body
- Typically 501(c)3 nonprofit
- Fundraising benefits – tax deductions



Community Engagement



Design

- Design a dream marketplace
- Historic Preservation Education
- Architectural Assistance
- Building Improvements
- Public Spaces
- Design Regulation & Review



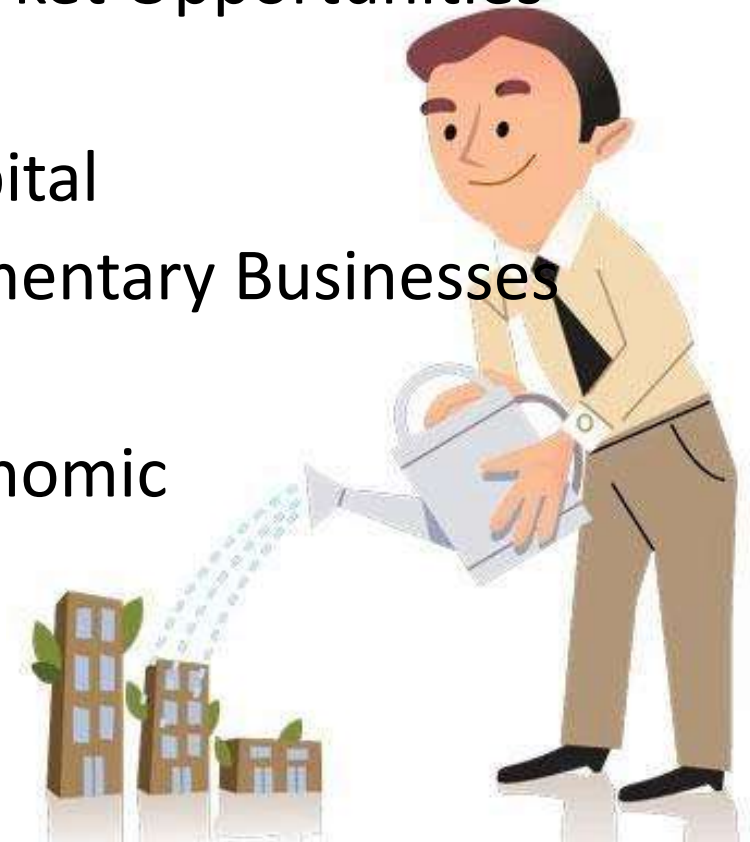
Wayfinding





Economic Vitality

- Identifying and Prioritizing Market Opportunities
- Strengthen Existing Businesses
- Assembling Incentives and Capital
- Filling Vacancies with Complementary Businesses
- Develop Underutilized Space
- Monitoring and Reporting Economic Performance



Economic Vitality

- Cultivate entrepreneurial spirit/culture
 - Create and maintain an entrepreneurial network
 - Attract entrepreneurs to the Main Street district
- Grow entrepreneurial ventures
 - Be a downtown business information center
 - Facilitate access to existing human and financial capital



Promotion

- Image or Branding Development
- Craft a marketing plan
 - Identify current assets & market position
- Market-driven events
 - Business promotions
 - Special Building
 - Fundraising (with Org)





St. Paul
A MOVIE RIVER EXPERIENCE

A weekend of fun in the mountains... A weekend of fun in the mountains... A weekend of fun in the mountains...

May 29, 30 & 31, 2014



Compliments of the Town of St. Paul and the
St. Paul Industrial Development Authority
<http://www.ClinchRiverFestival.com>



VIRGINIA IS

St. Paul -ON THE CLINCH-



Points of Interest,
Trails, River Sports
& Information
MAP



WWW.STPAULVA.ORG

CREATED BY ST. PAUL MAIN STREET FOR TOWN OF ST. PAUL, VA
DESIGN BY DWYER DESIGNS © 2014

FEATURING PUBLIC RECREATION AREAS FOR TOWN OF ST. PAUL, VA

UPSTAIRS & underground

A walking tour of
Downtown Lexington



**SATURDAY,
MAY 20, 2017**

WALKING TOUR 1:00-4:00
13 intriguing properties

BBQ PARTY 2:00-6:00
Under the Nelson Street Bridge

Main Street
LEXINGTON
VIRGINIA

*Membership-free, Volunteer-driven,
For a better downtown.*

You'll Be
Amazed
by What's
Around




culpeper
the world's one and only

The Main Street Approach®

Three Tightly-Integrated Components

1. Community Visioning and Market Understanding
 2. Transformation Strategies – Implemented through the Four Point Framework
 3. Impact and Measurement
-

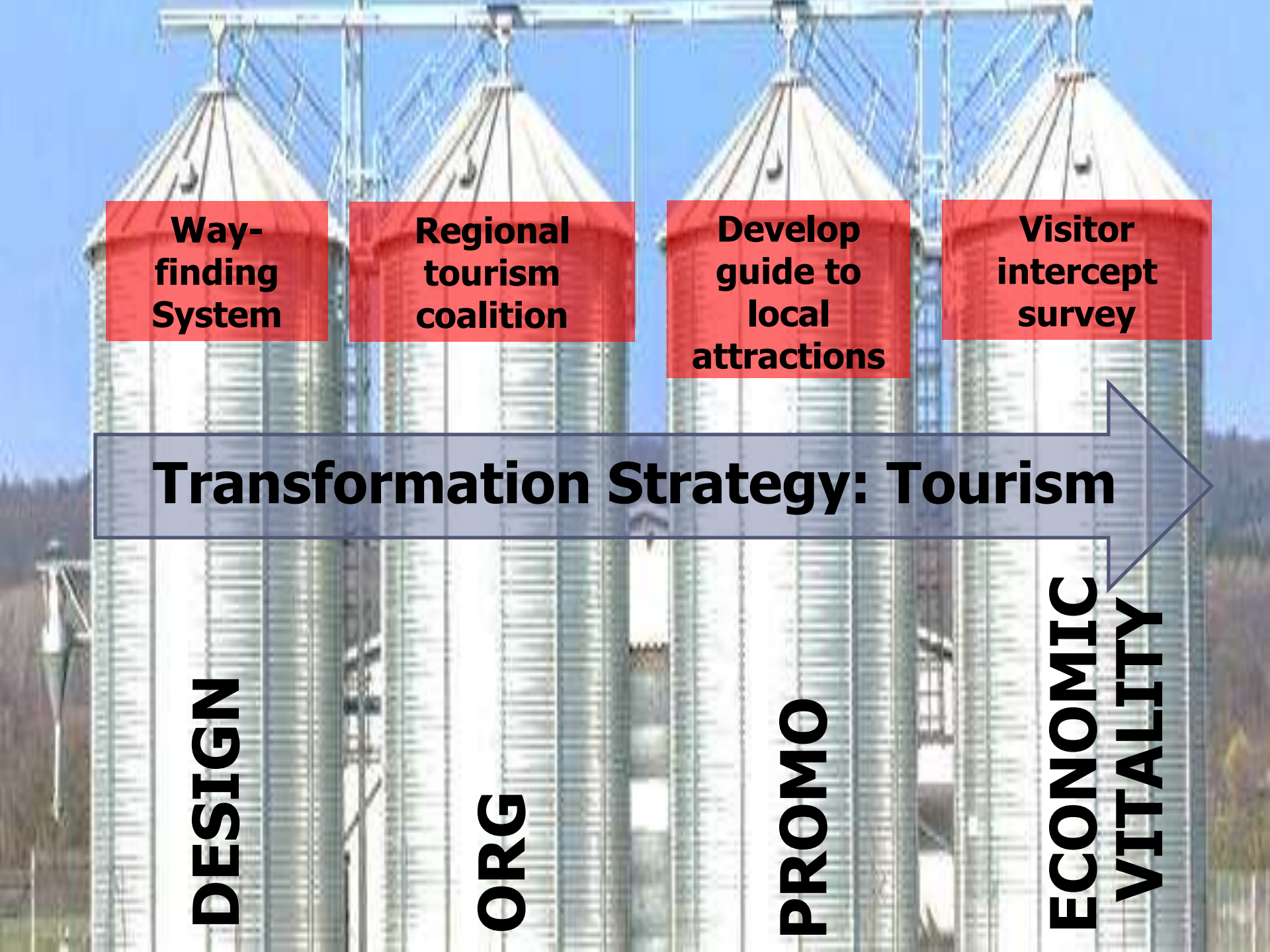
What are Transformation Strategies?

- Guide the direction of the revitalization initiative
 - Implemented through all Four Points
 - Bring about substantive transformation
 - Reflective of broader community
 - Based on an understanding of the district's economic performance and opportunities
 - Measurable
 - Re-evaluated every 2-5 years
-

Sample Transformation Strategy: TOURISTS + TOURISM



Focuses on developing amenities and retail services that people need while traveling – dining, convenience items, lodging options, and a need for clear way-finding to parking and attractions, and online and printed guides to businesses.



**Way-
finding
System**

**Regional
tourism
coalition**

**Develop
guide to
local
attractions**

**Visitor
intercept
survey**

Transformation Strategy: Tourism

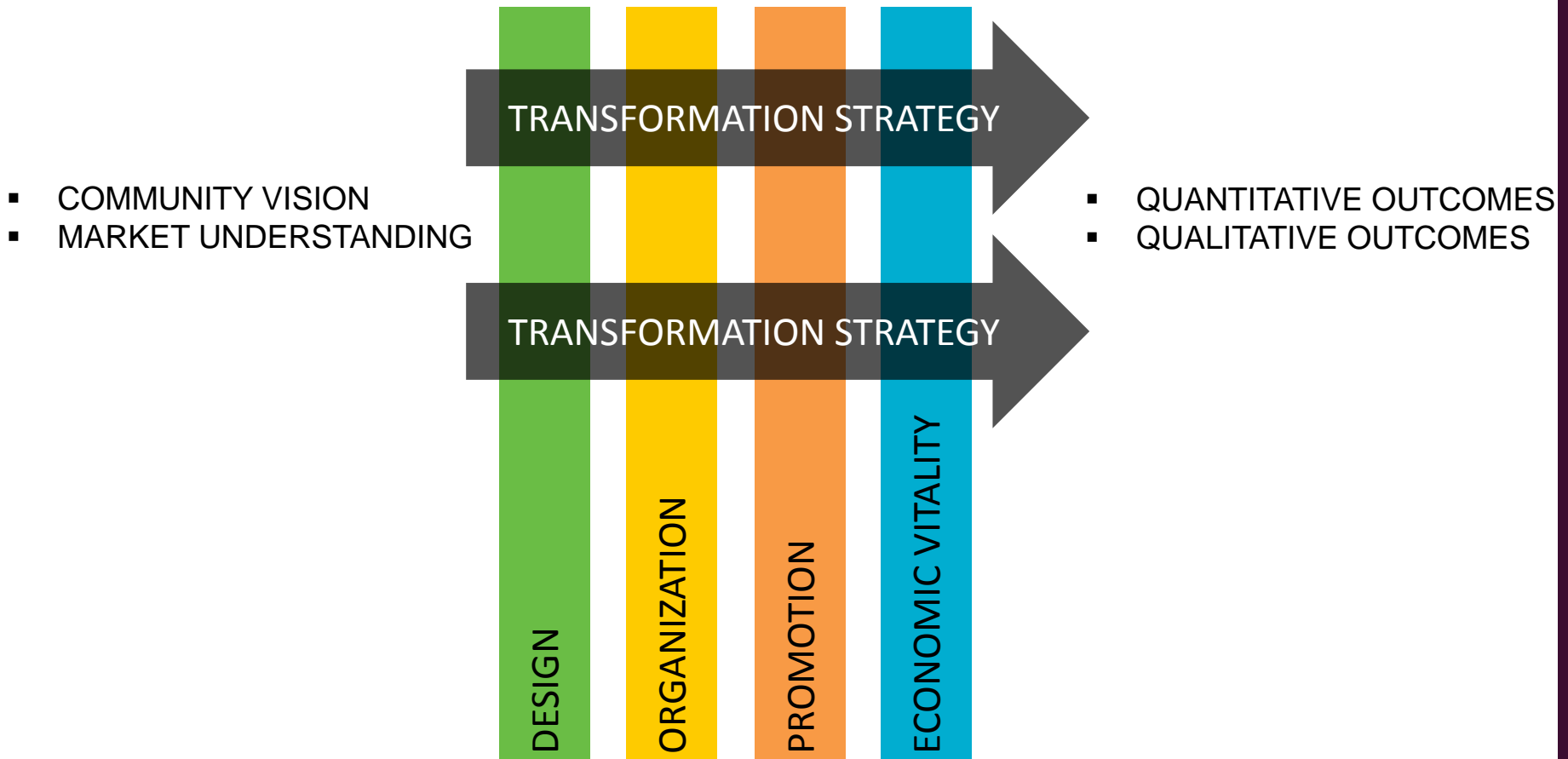
DESIGN

ORG

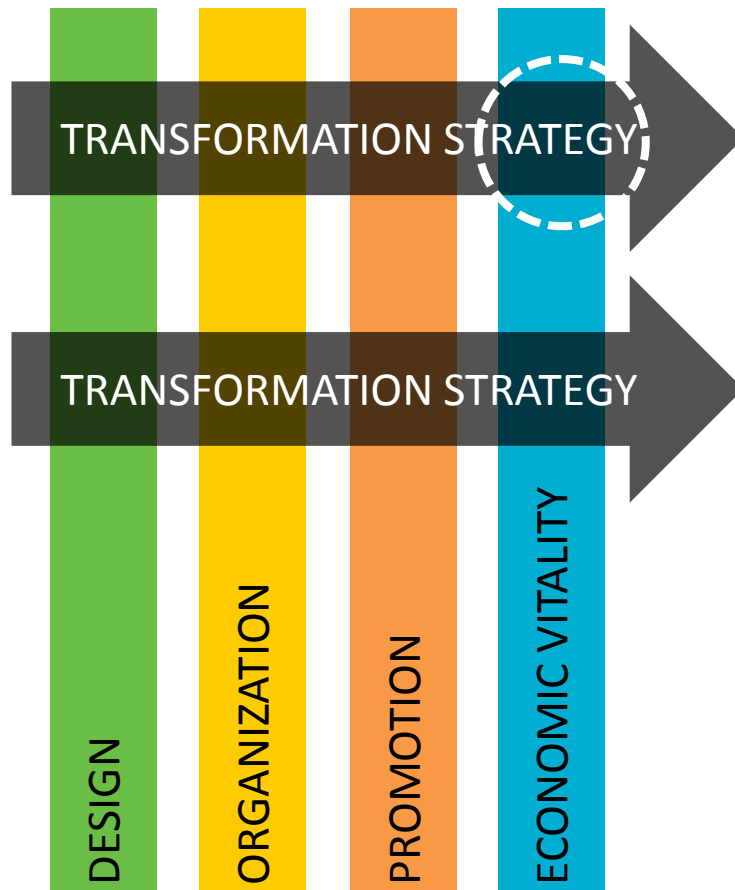
PROMO

**ECONOMIC
VITALITY**

The Main Street Approach®



The Main Street Approach®



IMPLEMENTATION THROUGH 4 POINT
FRAMEWORK + OUTCOMES:

- ACTIVITIES
- RESPONSIBILITY
- BUDGET
- FUNDING
- TIMELINE
- METRICS

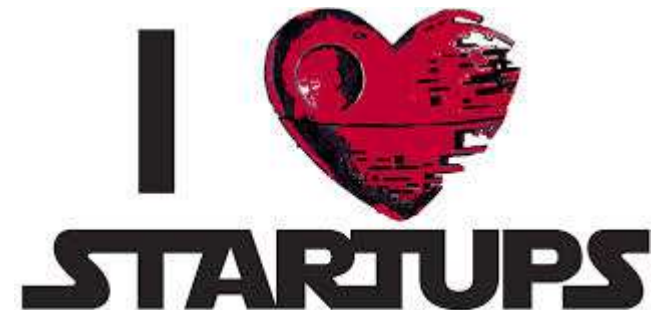
DHCD Community Affiliates

Requirements

- Employ the Main Street Four Point Approach
- Current community contact information
- Attend trainings

Services

- Telephone consultation
- Main Street Information Sessions
- Workshop Series
- Organizational assistance



Designated Community Services

- Technical Assistance
 - Organizational assistance
 - Downtown marketplace plan development
 - Design assistance
 - Promotion development assistance
 - Workshop Series
 - Branding
 - Public Relations
 - Grants
 - Scholarships
-



- Website - www.dhcd.virginia.gov/MainStreet
 - Blog - <https://dhcdvms.wordpress.com/>
 - National Main Street Center
 - www.mainstreet.org
 - Main Street Now Conference, Kansas City, MO, March 26-28, 2018
-



Part 5: Q&A